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## **NEW RESEARCH HIGHLIGHTS INTEGRAL ROLE OF TELEVISION**

An online survey of media decision makers from Australia's top media planning and buying agencies reveals Free TV has a central role in the new media landscape.

"The results of the 2006 Media Buyers Survey paint a picture of an evolving media world which is providing new opportunities for advertisers to connect and engage their brands with their audiences," said Grant Blackley, Chairman of Free TV Australia.

"Seven out of ten media planners and buyers believe that there are even more opportunities for advertisers to engage with viewers on Free TV today than there were five years ago."

From traditional TV ads to tailored product integration and cross-platform opportunities, Free TV broadcasters are providing marketers with a strong foundation from which to leverage their other campaign activities.

Indeed, 80 per cent of respondents agree that having ads on free-to-air television strengthens the performance of other media.

The survey results also reaffirm Free TV's core strengths as an advertising medium and demonstrate why media agencies continue to rely on Free TV as a primary component of their marketing communications.

Research highlights include:

- 82% of media buyers agree that television plays a vital role in the communications mix
- 75% agree television is the best medium for advertising recall
- 75% of those surveyed say TV is easier to justify because it's proven to deliver results
- 80% of respondents agree that having ads on free-to-air television strengthens the performance of the campaign in other media
- 69% agree there are more opportunities to engage with viewers on free-to-air television than there were five years ago
- 67% also agree consumers are more likely to engage with ads they see on TV
- 88% of respondents rate Free TV as above-average or excellent for measurability and accountability

The outlook is also very positive with the majority of respondents agreeing television will be the most powerful medium for many years to come.

"The survey highlights the evolution of Free TV as an advertising medium and demonstrates why it continues to be an integral part of the marketing mix," Mr Blackley said.

**- For media enquiries contact (02) 8968 7100 -**

The online survey, commissioned by Free TV Australia and conducted by Brand Story, canvassed the opinions of around 100 media buyers, planners and strategists from some of Australia's top media agencies including Mitchell & Partners, Starcom, OMD, Mindshare, Total, Mediacom, Universal McCann, Ikon, Initiative, Naked and Bellamy Hayden.